

SHOWING DATE TOLD . . . The 1955 Mercury automobiles will be shown publicly at South Shore Motors, 1336 Post Ave., beginning Dec. 2. It was announced this morning. Shown here is the 1955 Mercury Monterey hardtop coupe.

### Mercurys Feature Two New Engines in 1955 Models

Two high-compression overhead valve V-8 engines to give maximum performance at low and medium speeds as well as fast acceleration and passing ability at higher speeds are offered by Mercury for 1955.

With the introduction of an entirely new series—the Montclair—in its 1955 models, Mercury features a new engine with 8.5 to 1 compression ratio developing 198 horsepower at 4400 rpm and 286 pound-feet of torque at 2500 rpm. Displacement is 292 cubic inches, bore 3.75 and stroke 3.30. Mercury's second engine is similar but compression ratio is 7.8 to 1, horsepower is 188 at 4400 rpm and torque is 274 pound-feet at 2500 rpm's. Both engines include extensive changes to improve performance, durability and cooling and to reduce the noise level.

**Pots Redesigned**  
Mercury's four-barrel carburetor has been redesigned to improve hot and cold starting, to give a smoother idle and to be more economical. To make these improvements the primary barrels were increased to 1 and 3/4 inches for better breathing, and choke plates were removed from the venturis and put in a shroud above the throttle body, for more positive choking action.

A larger fuel pump with inverted bowl located more directly in the air stream reduces the possibility of vapor lock. The larger diaphragm increases capacity.

Better distribution of the fuel-air mixture is obtained through an improved intake manifold and by enlarging the ports in it and in the cylinder head.

By going to an "open wedge" shape high turbulence combustion chamber, eliminating the kidney section, exhaust valve cooling is better and the fuel octane requirement of the engines reduced.

Mercury's new oil bath air cleaner has less restriction, increased capacity and condutivity tuning for quiet operation. The air inlet is at the front instead of on top.

Camshaft and tappets are more durable, and new timing and higher lift cam result in improved acceleration and smoother idle.

The entire engine compartment is cooler with elimination of the front cross-over pipe. Dual exhausts with reverse-flow three-pass mufflers are standard equipment on the Montclair and the Monterey series, and optional on the Custom series. Duals reduce back pressure as much as 82 per cent over single exhaust and add almost 10 horsepower available at the wheels. A new Y-exhaust system reduces back pressure 20 per cent.

**Fouling Reduced**  
A new 18 millimeter conical seat spark plug on both Mercury engines reduces the possibility of spark plug fouling. The plug has a larger air gap between the insulator and the outside shell and provides a wider heat range. Its tapered surface provides a direct seal eliminating the gasket and thereby insuring against compression leakage by torque loss through the gasket. Mercury is the only car in its field with these new, longer lasting spark plugs.

The 1955 Mercury engines will be the most durable of any Mercury engine ever built because extensive changes have been made in materials to increase the life of all the components.

Camshaft, tappet and push rod materials have been changed to improve metallurgical compatibility, and cylinder head structure has been revised for longer life under high-temperature conditions. Belt drives for the water pump and generator are sturdier, with wider belts and stronger pulleys.

A new oil pump with stronger gears and the substitution of selective press fits to eliminate the drive key are important changes. A one-piece tube in a three-piece assembly in the oil pump inlet tube replaces a two-piece tube in a ten-piece assembly. Thus, the joint is eliminated and with it the possibility of an air leak into the oil pump inlet tube replaces a two-piece tube in a ten-piece assembly. Thus, the joint is eliminated and with it the possibility of an

### Three Improved Transmissions In 1955 Mercury

All three transmission available in the new 1955 model Mercury cars have undergone extensive improvements to increase their capacity to handle the considerably higher torques of the two bigger, more powerful engines for 1955.

A specially designed kickdown has been added to the proven performance of the Merc-O-Matic automatic transmission which permits maximum performance on takeoff by permitting a start in low gear with the throttle wide open and the selector in drive position. In normal operation a smooth, fast start is obtained with full throttle with the selector in drive position without using the kickdown to low gear.

For manual shifting, Mercury offers a stronger, more flexible overdrive and a superquiet three-speed standard transmission. To increase the capacity of the Merc-O-Matic transmission with hydraulic torque converter and planetary gearing, many components were enlarged and strengthened. These include larger torque converter, servos, bearings and thrust bearings, stronger case, heavier shafts and rear band, wider front band and pearlitic malleable planet carrier. Capacity of the front clutch was increased.

**New Gear Set**  
A new gear set has been developed, incorporating finer pitch teeth and an increased helix angle for quieter operation. To improve the quality of clutch and band engagement an entirely new hydraulic control system has been developed. This includes a new pressure regulator, new main hydraulic control unit and new front and rear servos.

The new hydraulic control system provides better automatic shift feel in drive range, smoother upshifts and downshifts between drive and low range, improved kickdown feel above 41 miles an hour, better reverse engagements when shifting from neutral to reverse and an improved intermediate-to-low gear engagement when coasting in low range for downhill braking.

Shifts Automatically  
Because of this new hydraulic system, Merc-O-Matic now makes it easy to get low gear operation from a standstill while the transmission selector is in drive position by merely pressing the accelerator to the kickdown position. It will upshift automatically from low to intermediate at about 35 miles and will upshift from intermediate to high gear automatically at about 70 miles an hour under continued acceleration with wide open throttle.

Low gear kickdown from intermediate or third gear may also be obtained by depressing the accelerator into the kickdown position if the car is going below about 20 miles an hour.

The normal low range gear is available for downhill braking, for rocking the car in mud or snow, and for extra heavy pulls.

Merc-O-Matic's simple air cooling eliminates the need for liquid cooling with its resulting additional load on the engine cooling system. Merc-O-Matic is air cooled by circulation of air through the housing enclosing the torque converter. Fining the outer surface of the aluminum converter shell induces air circulation and provide additional surface for transferring heat to the air stream.

**MORE HEAD ROOM**  
The new Mercury and Monterey four-door sedans offer 35.4 inches of head room in the front seat, 34.2 in the rear. The new Montclair series offers 33.3 inches in the front, 33.1 in the rear seats.

**STEERING RATIO**  
The new Mercury offers a 25.4 to 1 overall steering ratio on its 1955 models. The turning diameter, curb to curb, is 42.37 feet on the outside front.

**POLICY OWNERS**  
At the end of 1953 men owned three-fourths of all the life insurance in the U.S.

**MINE MACHINES**  
About 95 per cent of Montana's coal output is cut and loaded mechanically.

**Wheelbase Lengthened In Mercurys**  
The smoother, more comfortable ride and improved road stability of the Mercury for 1955 are in part due to an increased wheelbase, a wider rear tread and a change in mounting the rear shock absorbers.

On all 1955 Mercurys except station wagons, the wheelbase is 119 inches, an increase of one inch, and the rear tread is 59 inches, an increase of three inches. The central portion of the new, stronger frame is one inch closer to the ground, adding further to the road-hugging feel and improved handling characteristics.

The rear shock absorbers are mounted at a more horizontal angle and give a softer "boulevard" type of ride and tend to reduce lateral shake. Tubeless tires with completely new tread designs which give better traction and virtually eliminate tire squeal when cornering are standard on all 1955 Mercurys.

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BRUCE MORRELL . . . sales manager of Torrance Lincoln-Mercury.



RAY BEERS . . . service manager of Torrance Lincoln-Mercury.



JOAN LUUP . . . office manager of Torrance Lincoln-Mercury.



JOHN RUTHERFORD . . . body and paint shop manager of Torrance Lincoln-Mercury.

**CANCER RESEARCH**  
The American Cancer society is sponsoring 285 grants-in-aid for cancer research during its 1954 program.

**MULTIPLE LENSES**  
Of American eyeglass wearers, 61.2 per cent use single vision lenses, 38.8 per cent use bifocals or trifocals.

**THIRD LARGEST**  
Canada is the third largest country in area in the world, following the Soviet Union and China.

**COSTLY FALLS**  
About 450,000 American workers were injured or killed by falls while at work during the year 1953.



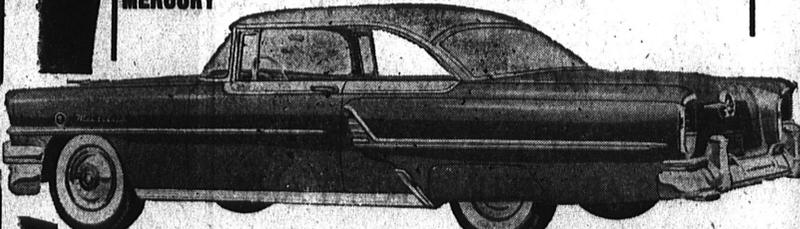
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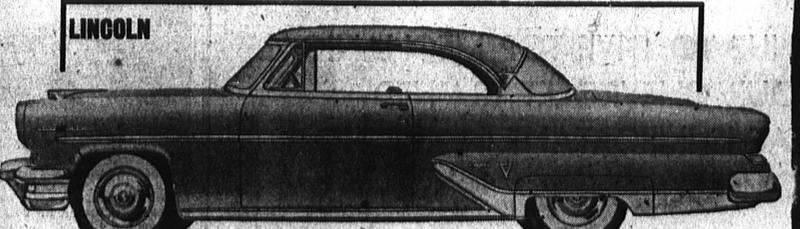
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THE NEW **fabulous 1955 MERCURY LINCOLN**

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- new beauty inside and out, new colors and fabrics
- new lower chassis, longer wheelbase, wider rear tread
- advanced new ball-joint suspension

- three great new series; the Montclair, the Monterey, the Custom
- ten new models—including a new all-metal Station Wagon
- new Full-Scope windshield

- new Super-Torque V-8 engines, 198 hp in Montclair models
- new dual exhaust system in Montclair and Monterey Series
- new tubeless tires
- new, optional Merc-O-Matic Drive

ALSO . . . AT THE TORRANCE AUTO SHOW DEC. 3-4-5

In Lincoln for 1955, there's an abundance of fresh distinctive beauty everywhere you look—in the new bumper-grille combination, the car-in-motion silhouette, the dash of new tail end styling. There are luxurious new interior decors, too, and exterior colors of surpassing beauty.

For driving ease, Lincoln introduces the exclusive new Turbo-Drive transmission for the smoothest no-shift driving you have ever known. A great new overhead valve V-8 engine is under the hood for better performance in every driving range. And you can have the convenience of Lincoln's famous optional power features.

This car you must see and drive. Stop in today, won't you? We'll be waiting to welcome you.

**SEE . . . THE SOUTH SHORE MOTOR CO. FOR YOUR NEW LINCOLN OR MERCURY! THE AUTOMOBILE THAT IS THE DREAM OF EVERY CAR OWNER!**

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